

ASSIGNMENT SHEET

19th October, 1953.

Cameramen: Mr. E.H. Hawkins.
Mr. R.L. Read.
Story: Preview - the Motor Show.
Location: Earls Court.
Date: Tuesday, 20th October, 1953.
Time: 9 a.m. for 10 a.m.

9 o'clock Hawkins
Warwick Rd 11am
W.H. Bennett 152
Westminster 1059
Smith
Austin 158
9.30 Standard 168
10 Ford 1370
10.30 Lincoln 1420
10.45 Rover 1430
Pegase 1170

Firstly, Mr. Hawkins will contact this story to-day at the usual Newsreel meeting at 3 p.m. this afternoon to discuss lighting, etc. Pathe are lighting and will have their electrician, Mr. Williamson, present.

On the actual coverage to-morrow, although there is not a lot new in the cars themselves, the manufacturers going for mechanical improvements, there is, of course, the "battle of the babies" and we would like to emphasise these in the coverage; for instance, there is the Austin 7 two-door baby on Stand 158, the Standard 8 on Stand 168, and there will be Ford's new Popular model which, I understand, will be the Anglia with a 10 h.p. engine and I am told that to-morrow the price will be announced at less than the Austin 7. Then, there is the Citroen 375 c.c. job which is being shown for the first time at Earls Court. Additional for the story, we would like the usual shots of luxury cars. You should also cover the Mercedes-Benz cars on Stand 142, which are being introduced for the first time since the war. Also the Peugeot Duna 54 on Stand 166. Riley's have a new model, the Phantom, 2 1/2 litre on Stand 125.

9.15
1130
9.15
170
Lucas
11.15
Jaguar
10

Another interesting car which should be done is the "car of to-morrow", i.e. the X100 which will be on the Ford Lincoln Stand 143. This is purely an experimental car but is something of the future.

IMPORTANT NOTE: We have been requested to obtain some shots of the Spanish Pegase car on stand 117 for our agent in Madrid. I have, therefore, arranged with the Spanish Ambassador to visit this stand from 11.30 a.m. - 12 noon so that you can also show him looking at this car.

FILM BACK: Will you please arrange to bring your film back as quickly as possible as, of course, this is for the issue and last year you were able to let us have it back by 1.30 p.m. and we would like to see the same arrangement, please.

*While will
now do this.*

[Signature]
J. J. PARTINGTON.

FJP/PEW.

Handwritten notes and scribbles covering the bottom half of the page, including a large arrow pointing from the bottom left towards the center.